RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610 PROMOTIONAL COORDINATOR

8899 MAIN STREET WILLIAMSVILLE, NY 14221 (718) 634-4179 FAX (716) 634-3145

May 13, 1998

RJR Account #177968 R. Helms PETER DAY WHOLESALE





JUNE CTS: DORAL BUY 8 PACKS GET 2 PACKS FREE / PROMOTION #800541

Dear Bob:

DORAL BBG2F 'PRE-SLEEVED' product (6M) has been ordered to ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product.

PRODUCT WILL SHIP IN TWO (2) WAVES:

PRODUCT ARE	RIVAL:	<u>5/20/98</u>	6/3/98
DORAL B4G1F		#/ (6M)	#/ (6M)
BRAND STYLES	UPC Code	Cases	Cases
Light King	12300-25291	15	<u>15</u>
Light 100	12300-25292	15	<u>15</u>
FF 100	12300-25293	15	15
Lt Men 100	12300-25294	15	15
Ult Lt 100	12300-25295	15	<u>15</u>
Box 100	12300-25296	15	<u>15</u>
Li Boy 100	12300-25297	15	15

Billing per 6M Case:

24 Savings Cartons

Ship Dates to Retail:

Weeks of: May 25 and June 8, 1998

EFT \$ Amount:

\$24,317.69 (5/20); \$24,317.65 (6/3)

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B8G2F'

PROMOTION DESCRIPTION:

* * * * NO PACKING IS REQUIRED * * * *

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$3.60 per each promoted 6M case for all product packed and shipped to retail on a timely basis. This equates to \$756.00 (210 (6M) case(s) @ \$3.60). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: 162201

L. E. MacWilliams

Enclosure: Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

DORB8JUN.DOC

	· Lucation	S. S		WK WK 5/25/98 6/8/98	LSE INC 15 15	LSE INC 30 30	LSE INC 30 30	LSE INC 30 30	LSE INC 30 30	LSE INC 30 30	LSE INC 30 30	LSE fINC 30 30	ESE INC. CONTRACTOR SOLUTION S	LSE INC 30 30	LSE INC	LSE INC 30 30	LSEINC 30 30	LSE INC 30 30	LSE INC 30 30	LSE INC 15 15	15 15 CASE(S) PER ST
<u>.</u> щ	and the second s	splays will be shipped directly to Retail Accounts		(saganara de tito) e e e e e e e e e e e e e e e e e e e	177968 PETER DAY WHLSE INC	177968 PETER DAY WALSE INC	177968 PETER DAY WALSE INC	177968 PETER DAY WHLSE INC	177988 PETER DAY WHLSE INC	177968 PETER DAY WHLSE INC	177968 PETER DAY WHILSE INC	177968 PETER DAY WALSE INC	177968 PETER DAY WHESE INC	177968 PETER DAY WHLSE INC	177968 PETER DAY WHLSE INC	177968 PETER DAY WHLSE INC	177968 PETER DAY WHILSE INC	177968 PETER DAY, WHI.SE INC	177968 PETER DAY WHLSE INC	177968 PETER DAY WHLSE INC	177968 Total
KS GET 2 PACKS FREE		shipped direc			<u>გ</u>	V NY RS	V NY RS	NY RS	V NY RS	NY RS	N. RS	V MY RS	MY RS	NY RS	M. RS	NY RS	MY RS	NY RS	NY RS	NY CS	
S GET 2 P	The state of the s	olays will be		ICATED:	SARANAC LAKE	ROOSEVELTOW	ROOSEVELTOW	HOGANSBURG	ROOSEVELTOW	BOMBAY	BOMBAY	ROOSEVELTOW	BOMBAY	HOGANSBURG	BOMBAY	HOGANSBURG	HOGANSBURG	HOGANSBURG	ALTONA	PLATTSBURGH	
	E: 6/8/98	//FloorBase Dis	W.L. PMENSION OLI		38 MAIN ST	RACE PT RO & RT 37	RACQUETTE PT RD	ROUTE 37	ROUTE 37	ROUTE 37	RT #37 - BOX 121B	RR & ROUTE 37	RFD#1 BOX 137 RT 37	ROUTE 37 - BOX 919	BOX 134B - ROUTE 37	RT.37	ROUTE 37	RT 37	PO BOX 85	29 SMITHFIELD BLVD	
DIRECT ACCOUNT RETAIL CUSTOMER LIST PROMOTION #800541: DORAL BUY 8 PACKS	RETAIL DISTRIBUTION DATE: 6/8/98	NO PACKING REDUIRED . POS KIIS / FloorBase DI	ומר <i>ול בו ויות אך ב</i> יוו	(2) WA	162201 162323 797001 CIGARETTE WAREHOUSE 38 MAIN ST	162201 162239 88363 AKWESAANE TOB SHOP		162201 162239 130278 BEARS DEN SMOKE SHOP ROUTE 37	162239 130280 OIONKWAONWE SMOKE SIROUTE 37	162201 162239 288243 BORDERLINE GROCERY			162201 162239 539530 GPACE & ALLAN'S	162239 562598 KANIENKEHAKA GAS	162239 596086 J.E.N. TOBACCO	162239 624567 TWIN LEAF GAS & TB	٥.	162201 162280 715536 SPEEDWAY CONVENIENC RT 37	GAMENKEH	162301 162323 724066 CIGARETTE WAREHOUSE 29 SMITHFIELD BLVD	
TACCO	T DIST	CKING	RANDS TESS DOK	RODUC	52323 797001	52239 88363	52239 130277	52239 130278	52239 130280	62239 288243	62239 496480	62239 520885	62239 539530	62239 562598	62239 596086	62239 624567	62280 522487	62280 715536	162201 162323 492340 GANIENKEH	62323 724066	
DIREC PROMC	RETAI	A COP	/ BRAINLY	SHIP P	162201 16	162201 16	162201	162201	162201 16		162201 18	162201 #	162201	162201	162201	162201	162201	162201	162201	162301 1	